

 <p>Mayor Hisamoto, Kizo</p>	<p><b>Hyogo Prefecture</b></p> <p><b>Kobe city</b></p> 	<p>City Data as of April 1, 2016</p> <ul style="list-style-type: none"> <li>- Population: 1,535,037</li> <li>- Household: 707,003</li> <li>- Area: 557.02 km<sup>2</sup></li> <li>- Symbol flowers,</li> <li>- Symbol trees: Hydrangea, camellia</li> <li>- Main products: KOBE beef, pastry</li> <li>- Events: Kobe Festival</li> </ul>
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Kobe City is one of Japan's leading metropolitan area, whereas rich piedmont and rural area are left. It is divided into two areas by Rokko Mountains. Southern part facing Osaka Bay is slender in shape accumulating city function in high density. On the other hand, new town development in great scale has been going on in north and west area. This harbor area developed in ancient time. During Nara and Heian era, It was already prospered as a trade point with other countries. Later in Edo era, foreign trade was cut by national isolations policy; however, the port was opened again in 1868. Since then, Kobe strengthened the municipal infrastructure including harbor construction of Kobe Port and modern industry like shipbuilding, cotton spinning, iron were boomed. Owing to foreign settlement, exotic culture such as fashion, food, and sports were introduced making Kobe international port city. These days, Kobe City puts effort into fashion, tourism, convention, and health care relate industry.



●Characteristic measures of Kobe City

1. "Kobe Health Care Industry City"

In order to recover from the Great Hanshin-Awaji Earthquake of January 17, 1995, Kobe City started "Kobe Health Care Industry City Initiative" is started as Earthquake reconstruction projects. It is urban policies economics development projects with federated industry, government, and academia where state-of-the-art medical technology research center was established in artificial port-island in order to aggregate health care related industries.

Currently, state-of-the-art Medical Center, RIKEN: Institute of Physical and Chemical Research, RIKEN's supercomputer "Kei" are established together with such integration of highly specialized hospital as the Central Municipal Hospital, Kobe Minimally Invasive Cancer Center, and Hyogo Prefectural Children's Hospital. These research institutions collaborate with private sectors and organizations, in order to research medicine, regenerative medicine, medical equipment, and clinical application devices for practical use. In 2016, more than 318 health care related companies accumulated and the city has developed into the

largest bio medical cluster in Japan.

Also, to utilize the research results to health and welfare field, city supports scientific health promotion for preventing lifestyle-related disease and conditions requiring care through demonstration projects on nutrition and exercise by public participation.

Currently, as a project for predicting disease diagnosis with high probability and proper treatment, city promote “city cohort study based on health degree on a daily basis: Kobe trial” as state-of-art medical care. Also, city tries to commercialize service and products in the field of health care such as rest, nutrition, and exercise.

## 2. WHO Kobe Center support operation

City supports WHO Kobe Center, global research center which is under direct control of WHO Geneva office in view point of contribution to an international society. WHO Kobe Center research the effect of the change in community, economy, and environment on health and policies that have influence on health corresponding to these changes.

## 3. Health Promotion Policies

### ◎Walking KING & QUEEN contest

This contest targets at generation with lack of exercise. Here, targeted people set up a team in their workplaces and compete for the average number of steps with pedometers. They can promote health and prevent disease while performing necessary amount and quality of steps with pleasurable feeling of games.



Stepping KING step QUEEN tournament

### ◎KOBE Health cjClub



Check lifestyle habits by yourself. Improve unhealthy life style, and accelerate healthy body and mind. This is a site that encourage you to notice and practice.

◎Go to site, and enter nickname, height, weight, and brief profile

◎Self-check examination



BMI(body mass)

Motor

Dietary life

Heart

Teet

Examination



Kobe City's web site:

<http://www.city.kobe.lg.jp>